

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 253750

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Michelle Santuoso

Name

66 Canal Center Plaza Ste 555 Alexandria, VA
Address 22314

703-299-1760

Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Stephen DeMaura

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Americans for Job Security.
- b. The Purchaser is Michelle Santuoso - Crossroads Media

NOTE: If the ad relates to an issue of state or local (not national) importance
and does not refer to a candidate, only this Form should be filed in the Political
File. Do not file the Order.



WPLG

ORDER

Print Date 09/21/12

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Flight Dates 10/30/12-11/05/12

Contract / Revision 253750 /

Original Date / Revision
07/10/12 08/27/12

Advertiser ISS/Amer. Crossroads

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product

AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 694

Alt Order # 06227813

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-2

Advertiser Ref

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 28% Market Value 688214

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	30%	206464
WPXM	%	0
WSVN	30%	206464
WTVJ	12%	82585

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	107	\$163,795.00	\$192,700.00	0.00	10/29/12	11/05/12	107	\$163,795.00	\$192,700.00
Totals	107	\$163,795.00	\$192,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPLG	11/02/12	11/02/12	M-F 1p The Chew The Chew	CM	1-2p	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$600.00		0.00			
N 2	WPLG	11/02/12	11/02/12	Fri 10-11p 20/20	CM	10-11p	----1--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$8,000.00		0.00			
N 3	WPLG	11/02/12	11/02/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	----1--	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$3,700.00		0.00			
N 4	WPLG	11/02/12	11/02/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	----1--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$1,800.00		0.00			
N 5	WPLG	11/02/12	11/02/12		CM	12-1PM	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00



WPLG

Print Date: 09/21/12

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Contract / Revision **253750** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **694**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 12n News														
M-F LCL 10 News @ No (12:30 PM-1:00 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$600.00		0.00			
N 6	WPLG	11/02/12	11/02/12	M-F 12n News	CM	12-1PM	----1--	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
M-F LCL 10 News @ No (12:00 PM-12:30 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$600.00		0.00			
N 7	WPLG	11/02/12	11/02/12	M-F 3p Katie Couric	CM	3-4p	----1--	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
Katie Couric														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$700.00		0.00			
N 8	WPLG	11/02/12	11/02/12	M-F 4p Dr Oz	CM	4-5p	----1--	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
Dr Oz (4:30 PM-5:00 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$900.00		0.00			
N 9	WPLG	11/02/12	11/02/12	M-F 5a LCL News	CM	5-6am	----1--	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
LCL 10 News @ 5am (5:00 AM-5:30 AM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$750.00		0.00			
N 10	WPLG	11/02/12	11/02/12	M-F 5p LCL News	CM	5-6p	----1--	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
Local 5p News (5:00 PM-5:30 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$1,200.00		0.00			
N 11	WPLG	11/02/12	11/02/12	M-F 5a LCL News	CM	5-6am	----1--	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
LCL 10 News @ 5am (5:30 AM-6:00 AM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$750.00		0.00			
N 12	WPLG	11/02/12	11/02/12	M-F 5p LCL News	CM	5-6p	----1--	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
Local 5p News (5:30 PM-6:00 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$1,200.00		0.00			
N 13	WPLG	11/02/12	11/02/12	M-F 6a LCL News	CM	6-7am	----1--	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
LCL 10 News @ 6am (6:00 AM-6:30 AM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$1,500.00		0.00			
N 14	WPLG	11/02/12	11/02/12	M-F 6p LCL News	CM	6-630pm	----1--	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
M-F Local News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$2,000.00		0.00			
N 15	WPLG	11/02/12	11/02/12	M-F 6a LCL News	CM	6-7am	----1--	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
LCL 10 News @ 6am (6:30 AM-7:00 AM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$1,500.00		0.00			
N 16	WPLG	11/02/12	11/02/12	M-F Wheel of Fortune	CM	7-730pm	----1--	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00
M-F Wheel of Fortune														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$2,500.00		0.00			
N 17	WPLG	11/02/12	11/02/12	M-F 7-9a GMA	CM	7-9am	----1--	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
Good Morning America (7:00 AM-8:00 AM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



WPLG

Print Date: 09/21/12

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Contract / Revision **253750** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **694**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 17	WPLG	11/02/12	11/02/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	----1--	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$1,500.00		0.00			
N 18	WPLG	11/02/12	11/02/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	----1--	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$3,000.00		0.00			
N 19	WPLG	11/02/12	11/02/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	----1--	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$1,500.00		0.00			
N 20	WPLG	11/02/12	11/02/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	----1--	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1			\$700.00		0.00			
N 21	WPLG	11/05/12	11/05/12	M-F 1p The Chew The Chew	CM	1-2p	1-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$600.00		0.00			
N 22	WPLG	11/05/12	11/05/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	1-----	:30	1	\$3,700.00	P-2	0.00 NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$3,700.00		0.00			
N 23	WPLG	11/05/12	11/05/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	1-----	:30	1	\$1,800.00	P-2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$1,800.00		0.00			
N 24	WPLG	11/05/12	11/05/12	M-F 11a The View M-F The View	CM	11-12n	1-----	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$1,000.00		0.00			
N 25	WPLG	11/05/12	11/05/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	1-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$600.00		0.00			
N 26	WPLG	11/05/12	11/05/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	1-----	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$700.00		0.00			
N 27	WPLG	11/05/12	11/05/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	1-----	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$900.00		0.00			
N 28	WPLG	11/05/12	11/05/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	1-----	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$750.00		0.00			
N 29	WPLG	11/05/12	11/05/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	1-----	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



WPLG

Print Date: 09/21/12

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Contract / Revision **253750** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **694**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 29	WPLG	11/05/12	11/05/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N 30	WPLG	11/05/12	11/05/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$750.00		0.00			
N 31	WPLG	11/05/12	11/05/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N 32	WPLG	11/05/12	11/05/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
N 33	WPLG	11/05/12	11/05/12	M-F 6p LCL News M-F Local News	CM	6-630pm	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
N 34	WPLG	11/05/12	11/05/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
N 35	WPLG	11/05/12	11/05/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$2,500.00		0.00			
N 36	WPLG	11/05/12	11/05/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
N 37	WPLG	11/05/12	11/05/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$3,000.00		0.00			
N 38	WPLG	11/05/12	11/05/12	Mon 8-9p Dancing With The Sta	CM	8-10p (8:00 PM-10:00 PM)	1-----	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$30,000.00		0.00			
N 39	WPLG	11/05/12	11/05/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
N 40	WPLG	11/05/12	11/05/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$700.00		0.00			
N 41	WPLG	11/03/12	11/03/12	Sa Wknd Early News Sa Weekend Early New	CM	Various (7:00 PM-7:30 PM)	-----1-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **253750** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **694**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 41	WPLG	11/03/12	11/03/12	Sa Wknd Early News CM	Various	(7:00 PM-7:30 PM)	-----1-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----1- 1 \$1,500.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WPLG 10/29/12-11/04/12 Sa Wknd Early News Various (7:00 PM-7:30 P-----Sa-- :30(\$1,500.00) 0.00 NM See MG 41.2 [NO SHOW]															
2 WPLG 10/29/12-11/04/12 Sports Saturday during Collec 7-8P -----Sa-- :30 \$1,500.00 0.00 NM MG for 41.1 11/03 [TIME PERIOD CORRECTION: SAT NEWS WILL AIR 7-8P]															
N 42	WPLG	11/03/12	11/03/12	Sa GMA CM	8-9am	(8:00 AM-8:30 AM)	-----1-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----1- 1 \$1,800.00 0.00															
N 43	WPLG	11/03/12	11/03/12	9AM-Sat LCL 10 News CM	9-10:30am	(9:00 AM-9:30 AM)	-----1-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----1- 1 \$700.00 0.00															
N 44	WPLG	11/04/12	11/04/12	SUN 11-1130P CM	11-1135P	(11:00 PM-11:30 PM)	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----1 1 \$3,000.00 0.00															
N 45	WPLG	11/04/12	11/04/12	Su 7-8p CM	7-8p	(7:00 PM-8:00 PM)	-----1	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----1 1 \$6,000.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WPLG 10/29/12-11/04/12 Su 7-8p 7-8p (7:00 PM-8:00 P-----Su :30(\$6,000.00) 0.00 NM See MG 45.2															
2 WPLG 11/04/12-11/04/12 Sunday Prime Special 7-8p -----Su :30 \$6,000.00 0.00 NM MG for 45.1 11/04 [PROGRAM CHANGE: LOCAL SPECIAL "BEFORE YOU VOTE"]															
N 46	WPLG	11/04/12	11/04/12	7a-Sun LCL 10 News CM	7-8am	(7:30 AM-8:00 AM)	-----1	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----1 1 \$1,500.00 0.00															
N 47	WPLG	11/04/12	11/04/12	Su GMA CM	8-9am	(8:30 AM-9:00 AM)	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----1 1 \$1,800.00 0.00															
N 48	WPLG	11/01/12	11/01/12	M-F 1p The Chew CM	1-2p	(1:00 PM-2:00 PM)	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---1--- 1 \$600.00 0.00															
N 49	WPLG	11/01/12	11/01/12	M-F 11-1135P CM	11-1135P		---1---	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---1--- 1 \$3,700.00 0.00															
N 50	WPLG	11/01/12	11/01/12	M-F 1135-12:06a Nightli CM	1135p-1206am	(11:35 PM-12:05 XM)	---1---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00



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Contract / Revision **253750** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads** Product **AMERICAN CROSSROADS** Estimate # **694**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 50	WPLG	11/01/12	11/01/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	---1---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,800.00		0.00			
N 51	WPLG	11/01/12	11/01/12	M-F 11a The View M-F The View	CM	11-12n	---1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,000.00		0.00			
N 52	WPLG	11/01/12	11/01/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:30 PM-1:00 PM)	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$600.00		0.00			
N 53	WPLG	11/01/12	11/01/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$600.00		0.00			
N 54	WPLG	11/01/12	11/01/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	---1---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$700.00		0.00			
N 55	WPLG	11/01/12	11/01/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	---1---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$900.00		0.00			
N 56	WPLG	11/01/12	11/01/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	---1---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$750.00		0.00			
N 57	WPLG	11/01/12	11/01/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	---1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,200.00		0.00			
N 58	WPLG	11/01/12	11/01/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	---1---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$750.00		0.00			
N 59	WPLG	11/01/12	11/01/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	---1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,200.00		0.00			
N 60	WPLG	11/01/12	11/01/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,500.00		0.00			
N 61	WPLG	11/01/12	11/01/12	M-F 6p LCL News M-F Local News	CM	6-630pm (6:00 PM-6:30 PM)	---1---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$2,000.00		0.00			
N 62	WPLG	11/01/12	11/01/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,500.00		0.00			



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Contract / Revision **253750** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **694**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 62	WPLG	11/01/12	11/01/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,500.00		0.00			
N 63	WPLG	11/01/12	11/01/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	---1---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$2,500.00		0.00			
N 64	WPLG	11/01/12	11/01/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,500.00		0.00			
N 65	WPLG	11/01/12	11/01/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm (7:30 PM-8:00 PM)	---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$3,000.00		0.00			
N 66	WPLG	11/01/12	11/01/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,500.00		0.00			
N 67	WPLG	11/01/12	11/01/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	---1---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$700.00		0.00			
N 68	WPLG	10/30/12	10/30/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$600.00		0.00			
N 69	WPLG	10/30/12	10/30/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	-1-----	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$3,700.00		0.00			
N 70	WPLG	10/30/12	10/30/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	-1-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$1,800.00		0.00			
N 71	WPLG	10/30/12	10/30/12	M-F 11a The View M-F The View	CM	11-12n	-1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$1,000.00		0.00			
N 72	WPLG	10/30/12	10/30/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:30 PM-1:00 PM)	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$600.00		0.00			
N 73	WPLG	10/30/12	10/30/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$600.00		0.00			
N 74	WPLG	10/30/12	10/30/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **253750** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

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Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **694**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N74	WPLG	10/30/12	10/30/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$700.00		0.00			
N75	WPLG	10/30/12	10/30/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	-1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$900.00		0.00			
N76	WPLG	10/30/12	10/30/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	-1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$750.00		0.00			
N77	WPLG	10/30/12	10/30/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$1,200.00		0.00			
N78	WPLG	10/30/12	10/30/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	-1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$750.00		0.00			
N79	WPLG	10/30/12	10/30/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$1,200.00		0.00			
N80	WPLG	10/30/12	10/30/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$1,500.00		0.00			
N81	WPLG	10/30/12	10/30/12	M-F 6p LCL News M-F Local News	CM	6-630pm	-1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$2,000.00		0.00			
N82	WPLG	10/30/12	10/30/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$1,500.00		0.00			
N83	WPLG	10/30/12	10/30/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	-1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$2,500.00		0.00			
N84	WPLG	10/30/12	10/30/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$1,500.00		0.00			
N85	WPLG	10/30/12	10/30/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	-1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$3,000.00		0.00			
N86	WPLG	10/30/12	10/30/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$1,500.00		0.00			



WPLG

Print Date: 09/21/12

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Contract / Revision **253750** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **694**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 86	WPLG	10/30/12	10/30/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1-----		1				\$1,500.00		0.00		
N 87	WPLG	10/30/12	10/30/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	-1-----	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1-----		1				\$700.00		0.00		
N 88	WPLG	10/31/12	10/31/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	--1----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$600.00		0.00		
N 89	WPLG	10/31/12	10/31/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	--1----	:30	1	\$3,700.00	P-2	0.00 NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$3,700.00		0.00		
N 90	WPLG	10/31/12	10/31/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 AM)	--1----	:30	1	\$1,800.00	P-2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$1,800.00		0.00		
N 91	WPLG	10/31/12	10/31/12	M-F 11a The View M-F The View	CM	11-12n	--1----	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$1,000.00		0.00		
N 92	WPLG	10/31/12	10/31/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:30 PM-1:00 PM)	--1----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$600.00		0.00		
N 93	WPLG	10/31/12	10/31/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	--1----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$600.00		0.00		
N 94	WPLG	10/31/12	10/31/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	--1----	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$700.00		0.00		
N 95	WPLG	10/31/12	10/31/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	--1----	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$900.00		0.00		
N 96	WPLG	10/31/12	10/31/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	--1----	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$750.00		0.00		
N 97	WPLG	10/31/12	10/31/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	--1----	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----		1				\$1,200.00		0.00		
N 98	WPLG	10/31/12	10/31/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	--1----	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



WPLG

Print Date: 09/21/12

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Contract / Revision **253750** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/27/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **694**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 98	WPLG	10/31/12	10/31/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	--1----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$750.00		0.00			
N 99	WPLG	10/31/12	10/31/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	--1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$1,200.00		0.00			
N100	WPLG	10/31/12	10/31/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$1,500.00		0.00			
N101	WPLG	10/31/12	10/31/12	M-F 6p LCL News M-F Local News	CM	6-630pm	--1----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$2,000.00		0.00			
N102	WPLG	10/31/12	10/31/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$1,500.00		0.00			
N103	WPLG	10/31/12	10/31/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	--1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$2,500.00		0.00			
N104	WPLG	10/31/12	10/31/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$1,500.00		0.00			
N105	WPLG	10/31/12	10/31/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	--1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$3,000.00		0.00			
N106	WPLG	10/31/12	10/31/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$1,500.00		0.00			
N107	WPLG	10/31/12	10/31/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	--1----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--1----		1				\$700.00		0.00			
Totals														107	\$192,700.00

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 253670

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Elise Cloyd
Name

600 Fairmount Ave St-306 Towson, MD 21286
Address

410-825-0237
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Steven Law

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Crossroads GPS.
- b. The Purchaser is Mentzer Media Elise Cloyd

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



WPLG

ORDER

Print Date 09/21/12

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Flight Dates 10/02/12-10/08/12Contract / Revision 253670 /Original Date / Revision
07/09/12 08/07/12Advertiser ISS/Amer. CrossroadsAgency Mentzer Media ServicesBuying Contact600 Fairmount Ave., Ste 306
Towson, MD 21286-1002Product
AMERICAN CROSSROADSAgency Com 15%Billing Contact
**600 Fairmount Ave., Ste 306
Towson, MD 21286-1002**Sales Office DCSales Region NATAgency RefOrder Sep 00:15:00Estimate # 1736Alt Order # 06226983Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes AGY POL ISSUEProduct Codes PL-Ballot-RelatedPriority P-2Advertiser RefPrimary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 30% Market Value 637666

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	29%	184923
WPXM	%	0
WSVN	27%	172170
WTVJ	14%	89273

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	91	\$162,605.00	\$191,300.00	0.00	10/01/12	10/08/12	91	\$162,605.00	\$191,300.00
Totals	91	\$162,605.00	\$191,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WPLG	10/02/12	10/05/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	-TWTF--	:30	8	\$1,500.00	P-2	0.00	NM	8	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		8				\$1,500.00		0.00			
N 2	WPLG	10/02/12	10/05/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	-TWTF--	:30	8	\$1,500.00	P-2	0.00	NM	8	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		8				\$1,500.00		0.00			
N 3	WPLG	10/02/12	10/05/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM	-TWTF--	:30	8	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		8				\$600.00		0.00			
N 4	WPLG	10/02/12	10/05/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	-TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		4				\$1,200.00		0.00			
N 5	WPLG	10/02/12	10/05/12		CM	6-630pm	-TWTF--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00



WPLG

Print Date: 09/21/12

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Contract / Revision **253670** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1736**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6p LCL News M-F Local News (6:00 PM-6:30 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		4			\$2,000.00			0.00			
N 6	WPLG	10/02/12	10/05/12	M-F Wheel of Fortune M-F Wheel of Fortune (7:00 PM-7:30 PM)	CM	7-730pm	-TWTF--	:30	8	\$2,500.00	P-2	0.00	NM	8	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		8			\$2,500.00			0.00			
N 7	WPLG	10/02/12	10/05/12	M-F Jeopardy M-F Jeopardy (7:30 PM-8:00 PM)	CM	730-8pm	-TWTF--	:30	8	\$3,000.00	P-2	0.00	NM	8	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		8			\$3,000.00			0.00			
N 8	WPLG	10/02/12	10/05/12	M-F 11-1135P M-F 11-1135P (11:00 PM-11:35 PM)	CM	11-1135P	-TWTF--	:30	8	\$3,700.00	P-2	0.00	NM	8	\$29,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		8			\$3,700.00			0.00			
N 9	WPLG	10/02/12	10/05/12	M-F 1135-12:06a Nightline M-F Nightline (11:35 PM-12:05 XM)	CM	1135p-1206am	-TWTF--	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		4			\$1,800.00			0.00			
N 10	WPLG	10/02/12	10/02/12	Tue 10-11p Private Practice	CM	10-11p	-1-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1			\$8,000.00			0.00			
N 11	WPLG	10/06/12	10/06/12	College FB Sat Prime 8p College FB Sat Prime (8:00 PM-11:00 PM)	CM	8-11:30P	-----1-	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1			\$6,000.00			0.00			
N 12	WPLG	10/07/12	10/07/12	6AM-Sun LCL 10 News Local 10 News Sunday	CM	6-7am	-----2	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----2		2			\$500.00			0.00			
N 13	WPLG	10/07/12	10/07/12	9a-Sun LCL 10 News 9a-Sun LCL 10 News	CM	9-1030am	-----2	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----2		2			\$700.00			0.00			
N 14	WPLG	10/07/12	10/07/12	This Week (ABC) This Week (ABC)	CM	1030-1130am	-----1	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1			\$1,700.00			0.00			
N 15	WPLG	10/07/12	10/07/12	TWISF/Michael Putney This Week in South F	CM	1130a-12n	-----1	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1			\$700.00			0.00			
N 16	WPLG	10/07/12	10/07/12	Su Wknd Early News Sunday Weekend Early (6:30 PM-7:00 PM)	CM	various	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1			\$2,500.00			0.00			
N 17	WPLG	10/07/12	10/07/12	SUN 11-1130P SUN 11-1135P (11:00 PM-11:30 PM)	CM	11-1135P	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1			\$3,000.00			0.00			



WPLG

Print Date: 09/21/12

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Contract / Revision **253670** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **1736**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 17	WPLG	10/07/12	10/07/12	SUN 11-1130P SUN 11-1135P	CM	11-1135P (11:00 PM-11:30 PM)	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1				\$3,000.00		0.00			
N 18	WPLG	10/08/12	10/08/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	2-----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	2-----		2				\$1,500.00		0.00			
N 19	WPLG	10/08/12	10/08/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	2-----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	2-----		2				\$1,500.00		0.00			
N 20	WPLG	10/08/12	10/08/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM	2-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	2-----		2				\$600.00		0.00			
N 21	WPLG	10/08/12	10/08/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$1,200.00		0.00			
N 22	WPLG	10/08/12	10/08/12	M-F 6p LCL News M-F Local News	CM	6-630pm	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$2,000.00		0.00			
N 23	WPLG	10/08/12	10/08/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	2-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	2-----		2				\$2,500.00		0.00			
N 24	WPLG	10/08/12	10/08/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	2-----	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	2-----		2				\$3,000.00		0.00			
N 25	WPLG	10/08/12	10/08/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	2-----	:30	2	\$3,700.00	P-2	0.00	NM	2	\$7,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	2-----		2				\$3,700.00		0.00			
N 26	WPLG	10/08/12	10/08/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 AM)	1-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$1,800.00		0.00			
N 27	WPLG	10/08/12	10/08/12	Mon 10-11p Castle	CM	10-11p (10:00 PM-11:00 PM)	1-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$9,000.00		0.00			
N 28	WPLG	10/02/12	10/05/12	M-F 11a The View M-F The View	CM	11-12n	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		4				\$1,000.00		0.00			
N 29	WPLG	10/08/12	10/08/12	M-F 11a The View M-F The View	CM	11-12n	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/08/12	M-----		1				\$1,000.00		0.00			



WPLG

Print Date: 09/21/12

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Contract / Revision **253670** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/09/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **1736**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 29	WPLG	10/08/12	10/08/12	M-F 11a The View M-F The View	CM	11-12n	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/08/12		10/08/12	10/14/12	M-----	1		\$1,000.00		0.00							
														Totals	91	\$191,300.00

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 253749

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Michelle Santuoso

Name

66 Canal Center Plaza Ste 555 Alexandria, VA
Address 22314

703-299-1760

Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Stephen DeMaura

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Americans for Job Security.
- b. The Purchaser is Michelle Santuoso - Crossroads Media

NOTE: If the ad relates to an issue of state or local (not national) importance
and does not refer to a candidate, only this Form should be filed in the Political
File. Do not file the Order.



WPLG

ORDER

Print Date 09/21/12 Page 1 of 10

Flight Dates 10/16/12-10/22/12

Contract / Revision 253749 /

Original Date / Revision
07/10/12 08/07/12

Advertiser ISS/Amer. Crossroads

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 693

Alt Order # 06227811

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-2

Advertiser Ref

Order Share 28% Market Value 688214

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	30%	206464
WPXM	%	0
WSVN	30%	206464
WTVJ	12%	82585

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	107	\$163,795.00	\$192,700.00	0.00	10/01/12	10/22/12	107	\$163,795.00	\$192,700.00
Totals	107	\$163,795.00	\$192,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																
N 1	WPLG	10/19/12	10/19/12	M-F 1p The Chew	CM	1-2p	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00																																
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="10"></td></tr> <tr> <td>Week: 10/15/12</td><td>10/21/12</td><td>----1--</td><td>1</td><td>\$600.00</td><td>0.00</td><td colspan="10"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>											Week: 10/15/12	10/21/12	----1--	1	\$600.00	0.00										
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 10/15/12	10/21/12	----1--	1	\$600.00	0.00																																										
N 2	WPLG	10/19/12	10/19/12	Fri 10-11p	CM	10-11p	----1--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00																																
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="10"></td></tr> <tr> <td>Week: 10/15/12</td><td>10/21/12</td><td>----1--</td><td>1</td><td>\$8,000.00</td><td>0.00</td><td colspan="10"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>											Week: 10/15/12	10/21/12	----1--	1	\$8,000.00	0.00										
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 10/15/12	10/21/12	----1--	1	\$8,000.00	0.00																																										
N 3	WPLG	10/19/12	10/19/12	M-F 11-1135P	CM	11-1135P	----1--	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00																																
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="10"></td></tr> <tr> <td>Week: 10/15/12</td><td>10/21/12</td><td>----1--</td><td>1</td><td>\$3,700.00</td><td>0.00</td><td colspan="10"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>											Week: 10/15/12	10/21/12	----1--	1	\$3,700.00	0.00										
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 10/15/12	10/21/12	----1--	1	\$3,700.00	0.00																																										
N 4	WPLG	10/19/12	10/19/12	M-F 1135-12:06a Nightline	CM	1135p-1206am	----1--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00																																
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="10"></td></tr> <tr> <td>Week: 10/15/12</td><td>10/21/12</td><td>----1--</td><td>1</td><td>\$1,800.00</td><td>0.00</td><td colspan="10"></td></tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>											Week: 10/15/12	10/21/12	----1--	1	\$1,800.00	0.00										
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 10/15/12	10/21/12	----1--	1	\$1,800.00	0.00																																										
N 5	WPLG	10/19/12	10/19/12	M-F Nightline	CM	12-1PM	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00																																



WPLG

Print Date: 09/21/12

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Contract / Revision **253749** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 12n News											
				M-F LCL 10 News @ No		(12:30 PM-1:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$600.00		0.00			
N 6	WPLG	10/19/12	10/19/12	M-F 12n News	CM	12-1PM	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				M-F LCL 10 News @ No		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$600.00		0.00			
N 7	WPLG	10/19/12	10/19/12	M-F 3p Katie Couric	CM	3-4p	----1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Katie Couric											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$700.00		0.00			
N 8	WPLG	10/19/12	10/19/12	M-F 4p Dr Oz	CM	4-5p	----1--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				Dr Oz		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$900.00		0.00			
N 9	WPLG	10/19/12	10/19/12	M-F 5a LCL News	CM	5-6am	----1--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				LCL 10 News @ 5am		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$750.00		0.00			
N 10	WPLG	10/19/12	10/19/12	M-F 5p LCL News	CM	5-6p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Local 5p News		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$1,200.00		0.00			
N 11	WPLG	10/19/12	10/19/12	M-F 5a LCL News	CM	5-6am	----1--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				LCL 10 News @ 5am		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$750.00		0.00			
N 12	WPLG	10/19/12	10/19/12	M-F 5p LCL News	CM	5-6p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Local 5p News		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$1,200.00		0.00			
N 13	WPLG	10/19/12	10/19/12	M-F 6a LCL News	CM	6-7am	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				LCL 10 News @ 6am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$1,500.00		0.00			
N 14	WPLG	10/19/12	10/19/12	M-F 6p LCL News	CM	6-630pm	----1--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				M-F Local News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$2,000.00		0.00			
N 15	WPLG	10/19/12	10/19/12	M-F 6a LCL News	CM	6-7am	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				LCL 10 News @ 6am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$1,500.00		0.00			
N 16	WPLG	10/19/12	10/19/12	M-F Wheel of Fortune	CM	7-730pm	----1--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$2,500.00		0.00			
N 17	WPLG	10/19/12	10/19/12	M-F 7-9a GMA	CM	7-9am	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Good Morning America		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **253749** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 17	WPLG	10/19/12	10/19/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$1,500.00		0.00			
N 18	WPLG	10/19/12	10/19/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	----1--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$3,000.00		0.00			
N 19	WPLG	10/19/12	10/19/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$1,500.00		0.00			
N 20	WPLG	10/19/12	10/19/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	----1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$700.00		0.00			
N 21	WPLG	10/22/12	10/22/12	M-F 1p The Chew The Chew	CM	1-2p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$600.00		0.00			
N 22	WPLG	10/22/12	10/22/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	1-----	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$3,700.00		0.00			
N 23	WPLG	10/22/12	10/22/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	1-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,800.00		0.00			
N 24	WPLG	10/22/12	10/22/12	M-F 11a The View M-F The View	CM	11-12n	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,000.00		0.00			
N 25	WPLG	10/22/12	10/22/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$600.00		0.00			
N 26	WPLG	10/22/12	10/22/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$700.00		0.00			
N 27	WPLG	10/22/12	10/22/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$900.00		0.00			
N 28	WPLG	10/22/12	10/22/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$750.00		0.00			
N 29	WPLG	10/22/12	10/22/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			



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Contract / Revision **253749** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

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Advertiser **ISS/Amer. Crossroads** Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 29	WPLG	10/22/12	10/22/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
N 30	WPLG	10/22/12	10/22/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$750.00		0.00			
N 31	WPLG	10/22/12	10/22/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
N 32	WPLG	10/22/12	10/22/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,500.00		0.00			
N 33	WPLG	10/22/12	10/22/12	M-F 6p LCL News M-F Local News	CM	6-630pm	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$2,000.00		0.00			
N 34	WPLG	10/22/12	10/22/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,500.00		0.00			
N 35	WPLG	10/22/12	10/22/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$2,500.00		0.00			
N 36	WPLG	10/22/12	10/22/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,500.00		0.00			
N 37	WPLG	10/22/12	10/22/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$3,000.00		0.00			
N 38	WPLG	10/22/12	10/22/12	Mon 8-9p Dancing With The Sta	CM	8-10p (8:00 PM-10:00 PM)	1-----	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$30,000.00		0.00			
N 39	WPLG	10/22/12	10/22/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,500.00		0.00			
N 40	WPLG	10/22/12	10/22/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$700.00		0.00			
N 41	WPLG	10/20/12	10/20/12	Sa Wknd Early News Sa Weekend Early New	CM	Various (7:00 PM-7:30 PM)	-----1-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **253749** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 41	WPLG	10/20/12	10/20/12	Sa Wknd Early News	CM	Various	-----1-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Sa Weekend Early New		(7:00 PM-7:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1				\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WPLG	10/15/12-10/21/12	Sa Wknd Early News		Various	(7:00 PM-7:30 P-----Sa--	:30		(\$1,500.00)		0.00	NM		
		See MG 41.2													
	2	WPLG	10/20/12-10/20/12	Sports Saturday during Collec		7-8P	-----Sa--	:30		\$1,500.00		0.00	NM		
		Ⓜ MG for 41.1 10/20													
		[PROGRAM CORRECTION: SPORTS SAT]													
N 42	WPLG	10/20/12	10/20/12	Sa GMA	CM	8-9am	-----1-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Sat/Good Morning Ame		(8:00 AM-8:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1				\$1,800.00		0.00			
N 43	WPLG	10/20/12	10/20/12	9AM-Sat LCL 10 News	CM	9-10:30am	-----1-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Local 10 News Saturd		(9:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1				\$700.00		0.00			
N 44	WPLG	10/21/12	10/21/12	SUN 11-1130P	CM	11-1135P	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				SUN 11-1135P		(11:00 PM-11:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1				\$3,000.00		0.00			
N 45	WPLG	10/21/12	10/21/12	Su 7-8p	CM	7-8p	-----1	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
				AFHV		(7:00 PM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1				\$6,000.00		0.00			
N 46	WPLG	10/21/12	10/21/12	7a-Sun LCL 10 News	CM	7-8am	-----1	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Local 10 News Sunday		(7:30 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1				\$1,500.00		0.00			
N 47	WPLG	10/21/12	10/21/12	Su GMA	CM	8-9am	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Su GMA		(8:30 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1				\$1,800.00		0.00			
N 48	WPLG	10/18/12	10/18/12	M-F 1p The Chew	CM	1-2p	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				The Chew		(1:00 PM-2:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1				\$600.00		0.00			
N 49	WPLG	10/18/12	10/18/12	M-F 11-1135P	CM	11-1135P	---1---	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
				M-F 11-1135P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1				\$3,700.00		0.00			
N 50	WPLG	10/18/12	10/18/12	M-F 1135-12:06a Nightli	CM	1135p-1206am	---1---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				M-F Nightline		(11:35 PM-12:05 XM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1				\$1,800.00		0.00			
N 51	WPLG	10/18/12	10/18/12	M-F 11a The View	CM	11-12n	---1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				M-F The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1				\$1,000.00		0.00			
N 52	WPLG	10/18/12	10/18/12		CM	12-1PM	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00



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Contract / Revision **253749** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads** Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 12n News											
				M-F LCL 10 News @ No		(12:30 PM-1:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$600.00		0.00			
N 53	WPLG	10/18/12	10/18/12	M-F 12n News	CM	12-1PM	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				M-F LCL 10 News @ No		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$600.00		0.00			
N 54	WPLG	10/18/12	10/18/12	M-F 3p Katie Couric	CM	3-4p	---1---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Katie Couric		(3:00 PM-4:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$700.00		0.00			
N 55	WPLG	10/18/12	10/18/12	M-F 4p Dr Oz	CM	4-5p	---1---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				Dr Oz		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$900.00		0.00			
N 56	WPLG	10/18/12	10/18/12	M-F 5a LCL News	CM	5-6am	---1---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				LCL 10 News @ 5am		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$750.00		0.00			
N 57	WPLG	10/18/12	10/18/12	M-F 5p LCL News	CM	5-6p	---1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Local 5p News		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$1,200.00		0.00			
N 58	WPLG	10/18/12	10/18/12	M-F 5a LCL News	CM	5-6am	---1---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				LCL 10 News @ 5am		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$750.00		0.00			
N 59	WPLG	10/18/12	10/18/12	M-F 5p LCL News	CM	5-6p	---1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Local 5p News		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$1,200.00		0.00			
N 60	WPLG	10/18/12	10/18/12	M-F 6a LCL News	CM	6-7am	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				LCL 10 News @ 6am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$1,500.00		0.00			
N 61	WPLG	10/18/12	10/18/12	M-F 6p LCL News	CM	6-630pm	---1---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				M-F Local News		(6:00 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$2,000.00		0.00			
N 62	WPLG	10/18/12	10/18/12	M-F 6a LCL News	CM	6-7am	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				LCL 10 News @ 6am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$1,500.00		0.00			
N 63	WPLG	10/18/12	10/18/12	M-F Wheel of Fortune	CM	7-730pm	---1---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$2,500.00		0.00			
N 64	WPLG	10/18/12	10/18/12	M-F 7-9a GMA	CM	7-9am	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Good Morning America		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **253749** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 64	WPLG	10/18/12	10/18/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---					1	\$1,500.00		0.00			
N 65	WPLG	10/18/12	10/18/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm (7:30 PM-8:00 PM)	---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---					1	\$3,000.00		0.00			
N 66	WPLG	10/18/12	10/18/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---					1	\$1,500.00		0.00			
N 67	WPLG	10/18/12	10/18/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	---1---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---1---					1	\$700.00		0.00			
N 68	WPLG	10/16/12	10/16/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$600.00		0.00			
N 69	WPLG	10/16/12	10/16/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	-1-----	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$3,700.00		0.00			
N 70	WPLG	10/16/12	10/16/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 AM)	-1-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$1,800.00		0.00			
N 71	WPLG	10/16/12	10/16/12	M-F 11a The View M-F The View	CM	11-12n	-1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$1,000.00		0.00			
N 72	WPLG	10/16/12	10/16/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:30 PM-1:00 PM)	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$600.00		0.00			
N 73	WPLG	10/16/12	10/16/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$600.00		0.00			
N 74	WPLG	10/16/12	10/16/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$700.00		0.00			
N 75	WPLG	10/16/12	10/16/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	-1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$900.00		0.00			
N 76	WPLG	10/16/12	10/16/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	-1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **253749** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads** Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 76	WPLG	10/16/12	10/16/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	-1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$750.00		0.00			
N 77	WPLG	10/16/12	10/16/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$1,200.00		0.00			
N 78	WPLG	10/16/12	10/16/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	-1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$750.00		0.00			
N 79	WPLG	10/16/12	10/16/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$1,200.00		0.00			
N 80	WPLG	10/16/12	10/16/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$1,500.00		0.00			
N 81	WPLG	10/16/12	10/16/12	M-F 6p LCL News M-F Local News	CM	6-630pm	-1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$2,000.00		0.00			
N 82	WPLG	10/16/12	10/16/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$1,500.00		0.00			
N 83	WPLG	10/16/12	10/16/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	-1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$2,500.00		0.00			
N 84	WPLG	10/16/12	10/16/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$1,500.00		0.00			
N 85	WPLG	10/16/12	10/16/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	-1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$3,000.00		0.00			
N 86	WPLG	10/16/12	10/16/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$1,500.00		0.00			
N 87	WPLG	10/16/12	10/16/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$700.00		0.00			
N 88	WPLG	10/17/12	10/17/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1				\$600.00		0.00			



WPLG

Print Date: 09/21/12

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Contract / Revision **253749** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 88	WPLG	10/17/12	10/17/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$600.00		0.00			
N 89	WPLG	10/17/12	10/17/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	--1----	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$3,700.00		0.00			
N 90	WPLG	10/17/12	10/17/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	--1----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$1,800.00		0.00			
N 91	WPLG	10/17/12	10/17/12	M-F 11a The View M-F The View	CM	11-12n	--1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$1,000.00		0.00			
N 92	WPLG	10/17/12	10/17/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:30 PM-1:00 PM)	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$600.00		0.00			
N 93	WPLG	10/17/12	10/17/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$600.00		0.00			
N 94	WPLG	10/17/12	10/17/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	--1----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$700.00		0.00			
N 95	WPLG	10/17/12	10/17/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	--1----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$900.00		0.00			
N 96	WPLG	10/17/12	10/17/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	--1----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$750.00		0.00			
N 97	WPLG	10/17/12	10/17/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	--1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$1,200.00		0.00			
N 98	WPLG	10/17/12	10/17/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	--1----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$750.00		0.00			
N 99	WPLG	10/17/12	10/17/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	--1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$1,200.00		0.00			
N100	WPLG	10/17/12	10/17/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----		1				\$1,500.00		0.00			



WPLG

Print Date: 09/21/12

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Contract / Revision **253749** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N100	WPLG	10/17/12	10/17/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----		1				\$1,500.00		0.00			
N101	WPLG	10/17/12	10/17/12	M-F 6p LCL News M-F Local News	CM	6-630pm	--1----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----		1				\$2,000.00		0.00			
N102	WPLG	10/17/12	10/17/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----		1				\$1,500.00		0.00			
N103	WPLG	10/17/12	10/17/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	--1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----		1				\$2,500.00		0.00			
N104	WPLG	10/17/12	10/17/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----		1				\$1,500.00		0.00			
N105	WPLG	10/17/12	10/17/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	--1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----		1				\$3,000.00		0.00			
N106	WPLG	10/17/12	10/17/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----		1				\$1,500.00		0.00			
N107	WPLG	10/17/12	10/17/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	--1----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----		1				\$700.00		0.00			
Totals														107	\$192,700.00

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 253744

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Michelle Santuoso
Name

66 Canal Center Plaza Ste 555 Alexandria, VA
Address 22314

703-299-1760
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Stephen DeMaura

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Americans for Job Security.
- b. The Purchaser is Michelle Santuoso - Crossroads Media

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



WPLG

ORDER

Flight Dates 10/02/12-10/08/12

Contract / Revision 253744 /

Original Date / Revision
07/10/12 08/07/12

Advertiser ISS/Amer. Crossroads

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 692

Alt Order # 06227805

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-2

Advertiser Ref

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 28% Market Value 688214

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	30%	206464
WPXM	%	0
WSVN	30%	206464
WTVJ	12%	82585

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	107	\$163,795.00	\$192,700.00	0.00	10/01/12	10/08/12	107	\$163,795.00	\$192,700.00
Totals	107	\$163,795.00	\$192,700.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPLG	10/05/12	10/05/12	M-F 1p The Chew The Chew	CM	1-2p	----1--	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	----1--					1	\$600.00		0.00		
N 2	WPLG	10/05/12	10/05/12	Fri 10-11p 20/20	CM	10-11p	----1--	:30	1	\$8,000.00	P-2	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	----1--					1	\$8,000.00		0.00		
N 3	WPLG	10/05/12	10/05/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	----1--	:30	1	\$3,700.00	P-2	0.00 NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	----1--					1	\$3,700.00		0.00		
N 4	WPLG	10/05/12	10/05/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	----1--	:30	1	\$1,800.00	P-2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	----1--					1	\$1,800.00		0.00		
N 5	WPLG	10/05/12	10/05/12		CM	12-1PM	----1--	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00



WPLG

Print Date: 09/21/12

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Contract / Revision **253744** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 12n News											
				M-F LCL 10 News @ No		(12:30 PM-1:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$600.00		0.00			
N 6	WPLG	10/05/12	10/05/12	M-F 12n News	CM	12-1PM	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				M-F LCL 10 News @ No		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$600.00		0.00			
N 7	WPLG	10/05/12	10/05/12	M-F 3p Katie Couric	CM	3-4p	----1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Katie Couric											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$700.00		0.00			
N 8	WPLG	10/05/12	10/05/12	M-F 4p Dr Oz	CM	4-5p	----1--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				Dr Oz		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$900.00		0.00			
N 9	WPLG	10/05/12	10/05/12	M-F 5a LCL News	CM	5-6am	----1--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				LCL 10 News @ 5am		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$750.00		0.00			
N 10	WPLG	10/05/12	10/05/12	M-F 5p LCL News	CM	5-6p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Local 5p News		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$1,200.00		0.00			
N 11	WPLG	10/05/12	10/05/12	M-F 5a LCL News	CM	5-6am	----1--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				LCL 10 News @ 5am		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$750.00		0.00			
N 12	WPLG	10/05/12	10/05/12	M-F 5p LCL News	CM	5-6p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Local 5p News		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$1,200.00		0.00			
N 13	WPLG	10/05/12	10/05/12	M-F 6a LCL News	CM	6-7am	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				LCL 10 News @ 6am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$1,500.00		0.00			
N 14	WPLG	10/05/12	10/05/12	M-F 6p LCL News	CM	6-630pm	----1--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				M-F Local News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$2,000.00		0.00			
N 15	WPLG	10/05/12	10/05/12	M-F 6a LCL News	CM	6-7am	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				LCL 10 News @ 6am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$1,500.00		0.00			
N 16	WPLG	10/05/12	10/05/12	M-F Wheel of Fortune	CM	7-730pm	----1--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$2,500.00		0.00			
N 17	WPLG	10/05/12	10/05/12	M-F 7-9a GMA	CM	7-9am	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Good Morning America		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **253744** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads** Product **AMERICAN CROSSROADS** Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 17	WPLG	10/05/12	10/05/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$1,500.00		0.00			
N 18	WPLG	10/05/12	10/05/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	----1--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$3,000.00		0.00			
N 19	WPLG	10/05/12	10/05/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$1,500.00		0.00			
N 20	WPLG	10/05/12	10/05/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	----1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$700.00		0.00			
N 21	WPLG	10/08/12	10/08/12	M-F 1p The Chew The Chew	CM	1-2p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$600.00		0.00			
N 22	WPLG	10/08/12	10/08/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	1-----	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$3,700.00		0.00			
N 23	WPLG	10/08/12	10/08/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	1-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$1,800.00		0.00			
N 24	WPLG	10/08/12	10/08/12	M-F 11a The View M-F The View	CM	11-12n	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$1,000.00		0.00			
N 25	WPLG	10/08/12	10/08/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$600.00		0.00			
N 26	WPLG	10/08/12	10/08/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$700.00		0.00			
N 27	WPLG	10/08/12	10/08/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$900.00		0.00			
N 28	WPLG	10/08/12	10/08/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$750.00		0.00			
N 29	WPLG	10/08/12	10/08/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$1,200.00		0.00			



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Hiatus Dates

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Advertiser **ISS/Amer. Crossroads** Product **AMERICAN CROSSROADS** Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 29	WPLG	10/08/12	10/08/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$1,200.00		0.00			
N 30	WPLG	10/08/12	10/08/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$750.00		0.00			
N 31	WPLG	10/08/12	10/08/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$1,200.00		0.00			
N 32	WPLG	10/08/12	10/08/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$1,500.00		0.00			
N 33	WPLG	10/08/12	10/08/12	M-F 6p LCL News M-F Local News	CM	6-630pm	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$2,000.00		0.00			
N 34	WPLG	10/08/12	10/08/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$1,500.00		0.00			
N 35	WPLG	10/08/12	10/08/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$2,500.00		0.00			
N 36	WPLG	10/08/12	10/08/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$1,500.00		0.00			
N 37	WPLG	10/08/12	10/08/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$3,000.00		0.00			
N 38	WPLG	10/08/12	10/08/12	Mon 8-9p Dancing With The Sta	CM	8-10p (DES FINAL (8:00 PM-10:00 PM)	1-----	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$30,000.00		0.00			
N 39	WPLG	10/08/12	10/08/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$1,500.00		0.00			
N 40	WPLG	10/08/12	10/08/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$700.00		0.00			
N 41	WPLG	10/06/12	10/06/12	Sa Wknd Early News Sa Weekend Early New	CM	Various (7:00 PM-7:30 PM)	-----1-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **253744** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

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Advertiser **ISS/Amer. Crossroads** Product **AMERICAN CROSSROADS** Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 41	WPLG	10/06/12	10/06/12	Sa Wknd Early News Sa Weekend Early New	CM	Various (7:00 PM-7:30 PM)	-----1-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----1- 1 \$1,500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WPLG 10/01/12-10/07/12 Sa Wknd Early News Various (7:00 PM-7:30 P-----Sa-- :30(\$1,500.00) 0.00 NM See MG 41.2 2 WPLG 10/06/12-10/06/12 Sports Saturday during College 7-8P -----Sa-- :30 \$1,500.00 0.00 NM Ⓜ MG for 41.1 10/06 [PROGRAM CORRECTION: SPORTS SAT]															
N 42	WPLG	10/06/12	10/06/12	Sa GMA Sat/Good Morning Ame	CM	8-9am (8:00 AM-8:30 AM)	-----1-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----1- 1 \$1,800.00 0.00															
N 43	WPLG	10/06/12	10/06/12	9AM-Sat LCL 10 News Local 10 News Saturd	CM	9-10:30am (9:00 AM-9:30 AM)	-----1-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----1- 1 \$700.00 0.00															
N 44	WPLG	10/07/12	10/07/12	SUN 11-1130P SUN 11-1135P	CM	11-1135P (11:00 PM-11:30 PM)	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----1 1 \$3,000.00 0.00															
N 45	WPLG	10/07/12	10/07/12	Su 7-8p AFHV	CM	7-8p (7:00 PM-8:00 PM)	-----1	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----1 1 \$6,000.00 0.00															
N 46	WPLG	10/07/12	10/07/12	7a-Sun LCL 10 News Local 10 News Sunday	CM	7-8am (7:30 AM-8:00 AM)	-----1	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----1 1 \$1,500.00 0.00															
N 47	WPLG	10/07/12	10/07/12	Su GMA Su GMA	CM	8-9am (8:30 AM-9:00 AM)	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----1 1 \$1,800.00 0.00															
N 48	WPLG	10/04/12	10/04/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---1--- 1 \$600.00 0.00															
N 49	WPLG	10/04/12	10/04/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	---1---	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---1--- 1 \$3,700.00 0.00															
N 50	WPLG	10/04/12	10/04/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	---1---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---1--- 1 \$1,800.00 0.00															
N 51	WPLG	10/04/12	10/04/12	M-F 11a The View M-F The View	CM	11-12n	---1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---1--- 1 \$1,000.00 0.00															
N 52	WPLG	10/04/12	10/04/12		CM	12-1PM	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00



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Contract / Revision **253744** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 12n News											
				M-F LCL 10 News @ No		(12:30 PM-1:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$600.00		0.00			
N 53	WPLG	10/04/12	10/04/12	M-F 12n News	CM	12-1PM	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				M-F LCL 10 News @ No		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$600.00		0.00			
N 54	WPLG	10/04/12	10/04/12	M-F 3p Katie Couric	CM	3-4p	---1---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Katie Couric		(3:00 PM-4:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$700.00		0.00			
N 55	WPLG	10/04/12	10/04/12	M-F 4p Dr Oz	CM	4-5p	---1---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				Dr Oz		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$900.00		0.00			
N 56	WPLG	10/04/12	10/04/12	M-F 5a LCL News	CM	5-6am	---1---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				LCL 10 News @ 5am		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$750.00		0.00			
N 57	WPLG	10/04/12	10/04/12	M-F 5p LCL News	CM	5-6p	---1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Local 5p News		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$1,200.00		0.00			
N 58	WPLG	10/04/12	10/04/12	M-F 5a LCL News	CM	5-6am	---1---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				LCL 10 News @ 5am		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$750.00		0.00			
N 59	WPLG	10/04/12	10/04/12	M-F 5p LCL News	CM	5-6p	---1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Local 5p News		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$1,200.00		0.00			
N 60	WPLG	10/04/12	10/04/12	M-F 6a LCL News	CM	6-7am	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				LCL 10 News @ 6am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$1,500.00		0.00			
N 61	WPLG	10/04/12	10/04/12	M-F 6p LCL News	CM	6-630pm	---1---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				M-F Local News		(6:00 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$2,000.00		0.00			
N 62	WPLG	10/04/12	10/04/12	M-F 6a LCL News	CM	6-7am	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				LCL 10 News @ 6am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$1,500.00		0.00			
N 63	WPLG	10/04/12	10/04/12	M-F Wheel of Fortune	CM	7-730pm	---1---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$2,500.00		0.00			
N 64	WPLG	10/04/12	10/04/12	M-F 7-9a GMA	CM	7-9am	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Good Morning America		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **253744** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 64	WPLG	10/04/12	10/04/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---1---			1		\$1,500.00		0.00				
N 65	WPLG	10/04/12	10/04/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm (7:30 PM-8:00 PM)	---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---1---			1		\$3,000.00		0.00				
N 66	WPLG	10/04/12	10/04/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	---1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---1---			1		\$1,500.00		0.00				
N 67	WPLG	10/04/12	10/04/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	---1---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---1---			1		\$700.00		0.00				
N 68	WPLG	10/02/12	10/02/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$600.00		0.00				
N 69	WPLG	10/02/12	10/02/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	-1-----	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$3,700.00		0.00				
N 70	WPLG	10/02/12	10/02/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 AM)	-1-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$1,800.00		0.00				
N 71	WPLG	10/02/12	10/02/12	M-F 11a The View M-F The View	CM	11-12n	-1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$1,000.00		0.00				
N 72	WPLG	10/02/12	10/02/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:30 PM-1:00 PM)	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$600.00		0.00				
N 73	WPLG	10/02/12	10/02/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	-1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$600.00		0.00				
N 74	WPLG	10/02/12	10/02/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$700.00		0.00				
N 75	WPLG	10/02/12	10/02/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	-1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$900.00		0.00				
N 76	WPLG	10/02/12	10/02/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	-1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **253744** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

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Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 76	WPLG	10/02/12	10/02/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	-1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$750.00		0.00			
N 77	WPLG	10/02/12	10/02/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$1,200.00		0.00			
N 78	WPLG	10/02/12	10/02/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	-1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$750.00		0.00			
N 79	WPLG	10/02/12	10/02/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$1,200.00		0.00			
N 80	WPLG	10/02/12	10/02/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$1,500.00		0.00			
N 81	WPLG	10/02/12	10/02/12	M-F 6p LCL News M-F Local News	CM	6-630pm	-1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$2,000.00		0.00			
N 82	WPLG	10/02/12	10/02/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$1,500.00		0.00			
N 83	WPLG	10/02/12	10/02/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	-1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$2,500.00		0.00			
N 84	WPLG	10/02/12	10/02/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$1,500.00		0.00			
N 85	WPLG	10/02/12	10/02/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	-1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$3,000.00		0.00			
N 86	WPLG	10/02/12	10/02/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	-1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$1,500.00		0.00			
N 87	WPLG	10/02/12	10/02/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$700.00		0.00			
N 88	WPLG	10/03/12	10/03/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1				\$600.00		0.00			



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Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads**

Product **AMERICAN CROSSROADS** Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 88	WPLG	10/03/12	10/03/12	M-F 1p The Chew The Chew	CM	1-2p (1:00 PM-2:00 PM)	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$600.00		0.00			
N 89	WPLG	10/03/12	10/03/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	--1----	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$3,700.00		0.00			
N 90	WPLG	10/03/12	10/03/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:05 XM)	--1----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$1,800.00		0.00			
N 91	WPLG	10/03/12	10/03/12	M-F 11a The View M-F The View	CM	11-12n	--1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$1,000.00		0.00			
N 92	WPLG	10/03/12	10/03/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:30 PM-1:00 PM)	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$600.00		0.00			
N 93	WPLG	10/03/12	10/03/12	M-F 12n News M-F LCL 10 News @ No	CM	12-1PM (12:00 PM-12:30 PM)	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$600.00		0.00			
N 94	WPLG	10/03/12	10/03/12	M-F 3p Katie Couric Katie Couric	CM	3-4p (3:00 PM-4:00 PM)	--1----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$700.00		0.00			
N 95	WPLG	10/03/12	10/03/12	M-F 4p Dr Oz Dr Oz	CM	4-5p (4:30 PM-5:00 PM)	--1----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$900.00		0.00			
N 96	WPLG	10/03/12	10/03/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	--1----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$750.00		0.00			
N 97	WPLG	10/03/12	10/03/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	--1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$1,200.00		0.00			
N 98	WPLG	10/03/12	10/03/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	--1----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$750.00		0.00			
N 99	WPLG	10/03/12	10/03/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	--1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$1,200.00		0.00			
N100	WPLG	10/03/12	10/03/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$1,500.00		0.00			

Contract / Revision **253744** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 08/07/12

Order Sep 00:15:00

Advertiser **ISS/Amer. Crossroads** Product **AMERICAN CROSSROADS** Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N100	WPLG	10/03/12	10/03/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$1,500.00		0.00			
N101	WPLG	10/03/12	10/03/12	M-F 6p LCL News M-F Local News	CM	6-630pm	--1----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$2,000.00		0.00			
N102	WPLG	10/03/12	10/03/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$1,500.00		0.00			
N103	WPLG	10/03/12	10/03/12	M-F Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	--1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$2,500.00		0.00			
N104	WPLG	10/03/12	10/03/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-8:00 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$1,500.00		0.00			
N105	WPLG	10/03/12	10/03/12	M-F Jeopardy M-F Jeopardy	CM	730-8pm	--1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$3,000.00		0.00			
N106	WPLG	10/03/12	10/03/12	M-F 7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$1,500.00		0.00			
N107	WPLG	10/03/12	10/03/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a (9:00 AM-9:30 AM)	--1----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1				\$700.00		0.00			
Totals														107	\$192,700.00